



# Lincoln Postal Customer Council NEWSLETTER

www.lincolnpcc.com

September 2008

Time is running out... register for this exciting event today!

## Making Connections with Mail

### 2008 Mailers Workshop and Trade Show

Wednesday, September 17, 2008

Embassy Suites Hotel and Convention Center  
1040 P Street Lincoln, Nebraska

The Lincoln Postal Customer Council (LPCC) invites you to join us for our 2008 Workshop & Trade Show-- **Making Connections with Mail**. Mail center managers and staff, business and marketing personnel, fundraisers, data processing managers, nonprofit mailers and more will find this workshop to be packed with ideas to save you time and money, and improve your bottom line. Please join us on National PCC day, September 17th, 2008 for this educational and exciting event.

While you enjoy a full continental breakfast, our District Manager **Mike Holloway** and Lincoln Postmaster **Kerry Kowalski** will start the day with updated information that impacts us locally.

At noon, we will feature a keynote address from Postmaster General and CEO **John E. Potter** via satellite broadcast. Mr. Potter's keynote address is anticipated to cover a range of topics that include national issues the postal service is facing in 2008 and the future. In addition to Postmaster General Potter, we are pleased to have **Maura Robinson**, USPS Vice President for Pricing, as our featured luncheon speaker.

Business sessions throughout the day will cover a variety of topics and feature presenters from leading companies in Lincoln, Omaha and the Postal Service. Sessions on how to maximize postage and shipping expenditures, motivate your employees and more will be brought to you by Byron Jacobson and C.L. Talley from the National USPS Training center in Norman, Oklahoma. Other topics include non-profit mailings, intelligent mail, green mail, direct marketing, personal wellness, mail piece design and money saving ideas by reshaping your mail. Whether you have been in the mailing industry for many years or this is just the beginning of your mailing career, you'll find sessions geared for you.

Approximately 20 exhibitors will offer one-stop shopping for the latest in mail related equipment, technology, and supplies. The USPS Consultation Area will include postal specialists to assist you with your mailing questions - especially with the many changes in the near future (i.e. Move Update and Intelligent Mail, etc).

The members of the LPCC board have combined efforts and resources to bring together this wealth of business strategies. In one business day you and your staff can:

- Choose from a variety of educational sessions
- Interact with vendors displaying their latest & greatest
- Network with local mailing professionals
- Attend an empowering presentation that will reveal obtainable goals that will impact your future.

This is an opportunity you won't want to miss. We sincerely hope you find some ideas that will give your business the edge you need to be successful.



John E. Potter



Maura Robinson



Mike Holloway



Kerry Kowalski

**New speakers added!** The LPCC is pleased to announce the following additions to our event: **Maura Robinson**, VP Pricing, USPS, as a General session speaker; **Kelly Lorchick**, Acting Program Manager, Business Mailer Support, USPS, as co-presenter of our Intelligent Mail business session. **Look inside for specific details and a registration form.**

## Workshop Preview

We are excited to be offering this year's attendees the following business sessions. Below is a description of each session offered. Please refer to the registration form for your session time options.

### Shape Based Pricing

*Presenter: Linda Rin Goyen, Mailing Standards Specialist II, USPS*

In 2007, the Postal Service began basing prices on the shape of a mail piece. This session covers the basics of shape based pricing, and gives examples of how to reshape your mail piece to save money.

### Green Mail

*Presenter: Paul Roberts, Vice President of Environmental Health and Safety for Pitney Bowes Inc*

This class will cover the truth about Green and how mailers can protect the environment and their industry. Topics include an overview of environmental perceptions of mail, as well as mailing practices that are good for the environment, the mailing industry, and for your business. The leading environmental initiatives in the mail industry, and the best practices will be explored.

### Your Blueprint For Personal Success

*Presenter: Kris Thallat, Co-owner of the Lincoln Life Coaching Center in Lincoln*

Each of us has innate qualities that we use to move us through situations or circumstances that seem doubtful. These qualities keep us focused, energized, and allow us to be fully engaged with our dreams and goals. When we share them with others we make a difference in their lives as well as our own. Come learn what your personal points of power are!

### Metrics & Measurements

*Presenters: Byron Jacobson, EMCM 08, MQC, Team Leader Business Mail Academy and C.L. Talley, EMCM 08, MQC, Master Instructor Business Mail Academy*

This session will discuss the importance and benefits of utilizing a variety of metrics and measurements to maximize postage and shipping expenditures, staffing and operations, and ensure security of business-critical mail and packages within your mail center.

### Intelligent Mail

*Presenters: Kelly Lorchick, Acting Program Manager, Business Mailer Support, USPS and Elaine Carey, Mailpiece Design Analyst, USPS*

This session will provide the information you need to get started using the new Intelligent Mail Barcode (IMB) in your operations. Learn about the how's and why's of the new barcode, the variety of services it offers and the various elements of the IMB. Beginning May 2009, the IMB will be required to receive the automation discount rate. This class is a great opportunity to learn more about this important change and the benefits of using the IMB on your mail pieces and how it helps the mailer and the Postal Service to measure service performance.

### Mail Piece Design

*Presenter: Tom Throckmorton, Mailpiece Design Analyst, USPS*

Creating mail pieces that are compatible with mail processing equipment will give you the best value for your postal dollar. This session will cover the do's and don'ts of mail piece design.

### Marketing - Direct Mail

*Presenter: Parker Stoner, Swanson Russell*

Experience is a wonderful teacher - and that is what Parker Stoner brings to the classroom. Learn about the role direct mail plays as part of an integrated print, broadcast and online marketing communications program. You won't want to miss the information Parker will share with you on branding, communication tools, and how to build a strong, meaningful relationship with your audience.

### Motivating Your Employees

*Presenters: Byron Jacobson, EMCM 08, MQC, Team Leader Business Mail Academy and C.L. Talley, EMCM 08, MQC, Master Instructor Business Mail Academy*

It is often difficult for managers in a production area, such as mail or shipping, to keep their employees motivated. Find out how to overcome these obstacles and motivate your employees by instilling PRIDE in their jobs.

### Creating a Well Workplace- Making Wellness Real

*Presenter: Michelle Welsh, RD/LMNT - Corporate Wellness Developer for Madonna Fit for Work*

Would you like to have a healthier, more productive workforce with fewer injuries? Learn key components of successful wellness initiatives that engage staff and support a culture of lifestyle change within your business. Michelle Welsh will help give you ideas to get started with wellness programming or expand the reach of your efforts to help keep wellness "real". She will also provide tips which will help improve your personal health and nutrition IQ. Be ready for some great fun, and to learn ways to think outside the "dry turkey sandwich and baby carrots" concept of wellness and health!

### Trends in Direct Mail Fund Raising

*Presenter: Todd Simpson, Director of Development - The Omaha Home for Boys*

What's hot... what's not... and what will be soon! This session is a must for anyone interested in the ebb and flows of direct mail fund raising. See samples and hear opinions collected from leaders in the print, letter-ship, and creative design areas.

### How to Make Your Vendor a Strategic Partner

*Presenters: Byron Jacobson, EMCM 08, MQC, Team Leader Business Mail Academy and C.L. Talley, EMCM 08, MQC, Master Instructor Business Mail Academy*

Many mail professionals do not leverage vendor relationships well. It is imperative in a competitive marketplace to get maximum service levels for the best price points. Learn many of the key components needed to achieve a true partnership between customer and vendor.

### Move Update

*Presenter: Dave Higley, Business Mail Entry Analyst, USPS*

Beginning November 23, 2008, mailers entering Standard Mail will be required to meet the Move Update requirement. This session will explain Move Update, NCOA Link, and which endorsements will keep you in compliance with this regulation.

### Managing Daily Stress

*Presenter: Kristi Beyer, MPE, RCEP - Health Promotions Coordinator, LifePointe by BryanLGH*

Most people agree that "Life is stressful." Too much stress can show its effects in many ways, including physical, social, and emotional problems. This session will help individuals learn appropriate ways to cope in stressful situations, analyze and control inner thought processes, and learn a few techniques to communicate assertively. At the end of the session, there will also be time to experience a brief period of relaxation.

### Measuring Employee Performance

*Presenters: Byron Jacobson, EMCM 08, MQC, Team Leader Business Mail Academy and C.L. Talley, EMCM 08, MQC, Master Instructor Business Mail Academy*

Come to this workshop and share the real-life experience of two experienced managers who can answer your questions such as, "How do you measure the performance of production, support, and managerial staff?" and "How do you set standards and goals for your employees?"

If you haven't already registered, please complete the registration form on page 3 and mail it today, or register online at [lincolnpsc.com](http://lincolnpsc.com). This is an event that you won't want to miss!

## Vendors to Display at Workshop

We are pleased to announce we have assembled a large group of local and national vendors at our 2008 Mailing Workshop and Trade Show. Representatives will be on hand from the various businesses to show you the latest in equipment, supplies and mailing services. Please stop by to visit with these individuals on September 17th at the Embassy Suites.

All Needs Computer & Mailing Service, Inc.  
Bishop Business Equipment Co.  
Bowe Bell & Howell  
Burkley Envelope Co  
Claritus  
Datapeak, Inc  
Eakes Office Plus  
Latsch's



Mail Sort Professionals  
Midwest Office Automations  
Nobrainemail.com  
Pitney Bowes  
PSI Group, Inc.  
Santa Fe Service & Sales Co  
Sheppard's  
Ultragraphics

## Registration Form

Making Connections With Mail: 2008 LPCC Mailers Workshop and Trade Show  
Wednesday, September 17th, 2008 • Embassy Suites, Lincoln

### Attendee Information

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Company Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_

I have special needs for the day:

- Vegetarian Meal     Handicap Accessibility  
 Other: \_\_\_\_\_

The LPCC would like to thank all of the participating vendors for their financial support of our 2008 Trade Show and Workshop. As a benefit, the LPCC will provide to them a list of all attendees of today's event. If you prefer to have your name excluded from that list, please check here.

### Cost

\$75 per person if paid by September 2, 2008

\$70 per person if 3 or more individuals are registered from the same company and paid by September 2, 2008

\$90 per person if paid after September 2, 2008

Registration fee includes full continental breakfast, four business sessions, luncheon buffet, and all other events listed on the day's agenda.

Cancellations will receive a full refund if notification is received by Sept. 2. NO REFUNDS after Sept. 2

### Parking

Complimentary parking will be provided in the Embassy Suites garage with a validated parking stub. Bring your parking stub to the Registration Area for validation.

### Questions

Please call Christy Funcke at 473-1642.

Please complete this form and mail one copy for each attendee along with your check made payable to the Lincoln Postal Customer Council to:

Lincoln Postal Customer Council  
PO Box 81283  
Lincoln, NE 68501-1283

Or register online at [lincolnpcc.com](http://lincolnpcc.com)

### Registration

Please mark which business sessions you plan to attend:

#### 9:00-10:00

- Shape Based Pricing**  
*Linda Van Ooyen*
- Green Mail**  
*Paul Roberts*
- Your Blueprint For Personal Success**  
*Kris Thaller*
- Metrics & Measurements**  
*Byron Jacobson & C.L. Talley*

#### 10:30-11:30

- Intelligent Mail**  
*Kelly Lorchick & ElaineCerny*
- Mail Piece Design**  
*Tom Throckmorton*
- Marketing - Direct Mail**  
*Farker Stoner*
- Motivating Your Employees**  
*Byron Jacobson & C.L. Talley*

#### 1:45-2:45

- Intelligent Mail**  
*Kelly Lorchick & ElaineCerny*
- Creating a Well Workplace-Making Wellness Real**  
*Michelle Weik*
- Trends in Direct Mail Fund Raising**  
*Todd Simpson*
- How to Make Your Vendor a Strategic Partner**  
*Byron Jacobson & C.L. Talley*

#### 3:15-4:15

- Move Update**  
*Dave Higley*
- Mail Piece Design**  
*Tom Throckmorton*
- Managing Daily Stress**  
*Kristi Beyer*
- Measuring Employee Performance**  
*Byron Jacobson & C.L. Talley*

## LPCC EXECUTIVE BOARD

### Industry Co-Chair

Jon Zvolanek

National Postal Corporation

### Pastoral Co-Chair

Kerry Kowalski

Postmaster

### Vice-Chair

Arachis Reid

Lincoln Electric System

### Secretary

Betty Cummings

All Needs Computer & Mailing Services

### Treasurer

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### USPS

Christy Funcke

Tom Throckmorton

Linda VanOoyen

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Tom Nottlemann

Claritus

Ken Reining

University of Nebraska-Lincoln

Paula Schlotterbeck

Catholic Social Services

Larry Van Dyke

Union Bank & Trust

Vyanne Zink

Jacob North Companies



## Lincoln Postal Customer Council

UNITED STATES POSTAL SERVICE  
P.O. BOX 81283  
LINCOLN, NE 68501-1283

FIRST-CLASS MAIL  
US POSTAGE  
PAID  
U.S.P.S.  
G-10

### CALENDAR of EVENTS

September 17, 2008

LPCC Workshop & Trade Show  
Embassy Suites Hotel and  
Convention Center

November 13, 2008

LPCC Quarterly Luncheon  
Featured luncheon speaker: Susan Plonkey,  
Vice President, Customer Services, USPS  
Valentino's Grand Buffet

December 4, 2008

OPCC Luncheon  
The Georgetowne Club



### U.S. Postal Service Business Center

**Mike Failor** .....573-2122  
*Customer Account Manager*

**Greg Grant** .....473-1643  
*Customer Service Representative*

**Christy Marr** .....473-1799  
*Supervisor BMEU*

**Tracy Marshall** .....473-1678  
*Customer Account Manager*

**Duane Peterson** .....473-1697  
*Mail Requirement Clerk*

**Tom Throckmorton** .....473-1743  
*Mailpiece Design Analyst*

**Linda VanOoyen** .....473-1694  
*Mailing Standards Specialist*

**Business Center Hours: 8:00 a.m. - 4:30 p.m.**

Visit the LPCC website at

[www.lincolnpcc.com](http://www.lincolnpcc.com)

for information about our upcoming events,  
to sign up for our newsletter, and more!